

Overview

Firm Name: Benoît & Côté
Location: Montreal, Quebec (Canada)
Industry: Legal services

Customer Profile:

Benoît & Côté is a boutique intellectual property law firm based in Montreal. The firm was founded in 2009 by Marc Benoît and France Côté, each of whom was formerly a partner at Ogilvy Renault, with a clear vision: to assist clients with the integration of their intellectual property into their business strategy development.

Business Situation:

When Benoît & Côté was founded in 2009, the firm's partners knew it would be crucial for them to have in place an efficient system for conducting accurate patent research. They evaluated the option of outsourcing their patent research to a contract research patent agent and then decided to conduct a head-to-head test of three leading patent research services, including TotalPatent™ from LexisNexis®.

Solution:

After thorough testing of each competitive product, it was clear to the patent agents at Benoît & Côté that their best option was to obtain a license for TotalPatent. The firm was extremely impressed with the vast database of patent records contained in TotalPatent, which they observed led to superior search results. Moreover, the patent agents who tested TotalPatent found the product very user-friendly and surprisingly cost-efficient for the value it provided.

Benefits:

- The sheer volume of full-text patent records in the TotalPatent database, combined with the powerful search tools built into the user interface, allows Benoît & Côté patent agents to obtain search results that are superior to anything else they saw available on the market
- The firm's management team has used a metric to determine that their costs of licensing the TotalPatent service are actually less expensive than outsourcing the search work, which is a significant benefit to clients
- The international scope of the TotalPatent database, which includes more than 40 million full-text records from 27 different patent authorities worldwide and a total of 96 bibliographic patent authorities, provides Benoît & Côté patent agents with the peace of mind that they're covering all the bases when it comes to conducting patent research
- The robust search engine from TotalPatent enables Benoît & Côté researchers to execute very sophisticated and complex search queries that could not be run on other patent database engines, which assures their clients that the firm is considering all of the search results that are relevant to their specific matter

Product Summary

Corporate Solutions:

- TotalPatent

Benoît & Côté Select TotalPatent™ After Head-to-Head Test Against Competitors; Find it Produces Better Results at Lower Costs

Benoît & Côté is a boutique intellectual property law firm based in Montreal. The firm was founded in 2009 by Marc Benoît and France Côté, each of whom was formerly a partner at Ogilvy Renault and other Canadian law firms.

Benoît and Côté shared the philosophy that IP patent agents could provide their highest and best value to clients by offering them a more strategic view of their intellectual property in a business context. Their belief was that an integrated, strategic view of IP creates revenues, business opportunities, enhances ROI and reduces risks. On this basis, they launched their new firm with a clear vision: to assist clients with the integration of their intellectual property into their business strategy development.

Benoît & Côté is a member of 1% For The Planet®, an alliance of businesses that provide financial support to environmental initiatives. As a member of the alliance, Benoît & Côté pledges to give 1% of its sales to non-profit environmental organizations.

Situation

When Benoît & Côté was founded in 2009, the firm's partners knew it would be crucial for them to have in place an efficient system for conducting accurate patent research.

They evaluated the option of outsourcing their patent research to a contract research patent agent and then decided to conduct a head-to-head test of three leading patent research services, including TotalPatent from LexisNexis®.

"We started searching for a patent research tool for our new firm and one of our clients in Canada recommended that we explore TotalPatent from LexisNexis," said Véronique Pagé, a patent technological advisor at Benoît & Côté. "We began to test TotalPatent and were immediately impressed with the vast database of patent records LexisNexis has accumulated."

“We were immediately impressed with the vast database of patent records LexisNexis has accumulated.”

“We decided to really do some head-to-head testing of the scope and quality of search results we could obtain from TotalPatent and two competitive offerings,” said Benoît. “It didn’t take long for us to observe that TotalPatent produced vastly superior search results, which is a crucial consideration for those of us who are hired by clients to make sure that we’re considering all of the patent records of potential relevance to their specific business objectives.”

Solution

After thorough testing of each competitive product, it was clear to the patent agents at Benoît & Côté that their best option was to obtain a license for TotalPatent.

TotalPatent allows users to access extensive LexisNexis® patent databases, including the full text from 27 patent authorities worldwide, searchable both in the language of publication and in English language machine translations. The TotalPatent service also offers access to a total of 96 bibliographic patent authorities worldwide and includes millions of images, legal status, citations and patent family data, as well as more than 50 million searchable PDFs. No other patent research solution in the world offers that level of comprehensive reach and international scope.

“We selected TotalPatent because of two crucial factors,” explained Pagé. “First, the results from the TotalPatent service gave us confidence that we were uncovering all relevant records in our research for clients. Second, the functionality of the product is very robust and easy for all of us in the firm to use.”

There are a number of unique features in TotalPatent that make it easier for users to obtain the precise documents they need in the patent research process. For example, robust language translation capabilities and the ability to search and download PDFs of patent records are both highly valuable.

Results

Since deploying TotalPatent roughly one year ago, Benoît & Côté has realized a number of significant benefits for both the firm and its clients.

First of all, the sheer volume of full-text patent records in TotalPatent, combined with the powerful search tools built into the user interface, allows Benoît & Côté patent agents to obtain search results that are

“The bottom line is that by using TotalPatent, we get a better legal research result for our clients at a cost that is the same or less than outsourcing our patent research,”

superior to anything else available on the market. This was suggested to them by their own head-to-head testing of products and then confirmed by their empirical experience as TotalPatent users.

Second, the firm’s management team has determined that their costs of licensing the TotalPatent service are actually less expensive to the firm and its clients than other realistic options.

“The metric we use to assess the value of TotalPatent is whether it’s worth our investment in licensing the service, as opposed to having our patent research outsourced to a contract patent agent,” said Benoît. “By this measure, our cost of licensing TotalPatent and using the service ourselves is actually less expensive than outsourcing the patent research. Clearly, the benefit to our clients of having their patent patent agents in control of the research process right here in our firm while actually saving money is a significant benefit.”

Third, the international scope of the database in TotalPatent, which includes more than 38 million full-text records from 27 different patent authorities worldwide, provides Benoît & Côté patent agents with the peace of mind that they’re leaving nothing to chance when it comes to conducting their patent research. Moreover, the robust search engine of TotalPatent enables Benoît & Côté researchers to execute complex search queries that could not be run on other patent database engines, which assures their clients that the firm is considering all of the search results that are relevant to their specific matter.

“The bottom line is that by using TotalPatent, we get a better legal research result for our clients at a cost that is the same or less than outsourcing our patent research,” said Benoît. “TotalPatent is an important tool in our commitment to excellence in client service.”

About LexisNexis

LexisNexis® (www.lexisnexis.com) is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting and academic markets. LexisNexis originally pioneered online information with its *Lexis*® and *Nexis*® services. A member of Reed Elsevier [NYSE: ENL; NYSE: RUK] (www.reedelsevier.com), LexisNexis serves customers in more than 100 countries with 18,000 employees worldwide.

For More Information

Visit www.lexisnexis.com/ip

LexisNexis, Lexis, Nexis, *lexis.com* and the Knowledge Burst logo are registered trademarks of Reed Elsevier Properties Inc., used under license. TotalPatent and *PatentOptimizer* are trademarks of LexisNexis, a division of Reed Elsevier Inc. REEDFAX is a registered trademark of Reed Technology Information and Services Inc. Other products or services may be trademarks or registered trademarks of their respective companies. © 2010 LexisNexis, a division of Reed Elsevier Inc. All rights reserved. NXC02335-0 0410